

A graphic on the left side of the slide features a central circular arrow icon. This icon is surrounded by several concentric rings of arrows, each pointing in a clockwise direction. The rings are colored in shades of blue, green, orange, and light blue, creating a vibrant, circular pattern. The background of the slide is a dark blue gradient that curves from the top left towards the bottom right.

NATIONAL REUSE SURVEY 2023

Renting, Leasing & Borrowing;
Part 3 of 4 series

EPA Circular Economy Programme and B&A

CIRCULAR ECONOMY PROGRAMME

The Driving Force for Ireland's Move to a Circular Economy



Riailas na hÉireann
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B&A
RESEARCH
& INSIGHT

Overview of survey

Behavioural insight is a foundation of the EPA's Circular Economy Programme, providing evidence to inform policy, to inform behavioural change interventions and to inform awareness campaigns.

The EPA contracted Behaviour & Attitudes (B&A) to carry out this quantitative research to investigate the incidence and attitudes towards reuse behaviours among the Irish population. For the scope of this report, Reuse Behaviours include the following activities: 'making items available for reuse', 'sourcing second hand' and 'renting, leasing or borrowing' (please see the next page for a more detailed definition).

The fieldwork for the online survey of a nationally representative sample of 1,264 adults ages 16+ was carried out in May 2023.

This report is composed of four different sections with the first three sections dedicated to each of the three components of Reuse Behaviours. In the fourth and final section, a behavioural categorisation is presented.

The sections of the report are as follows:

1. Making Available for Reuse
2. Sourcing Second-Hand
- 3. Renting, Leasing and Borrowing**
4. Reuse Behavioural Categorisation



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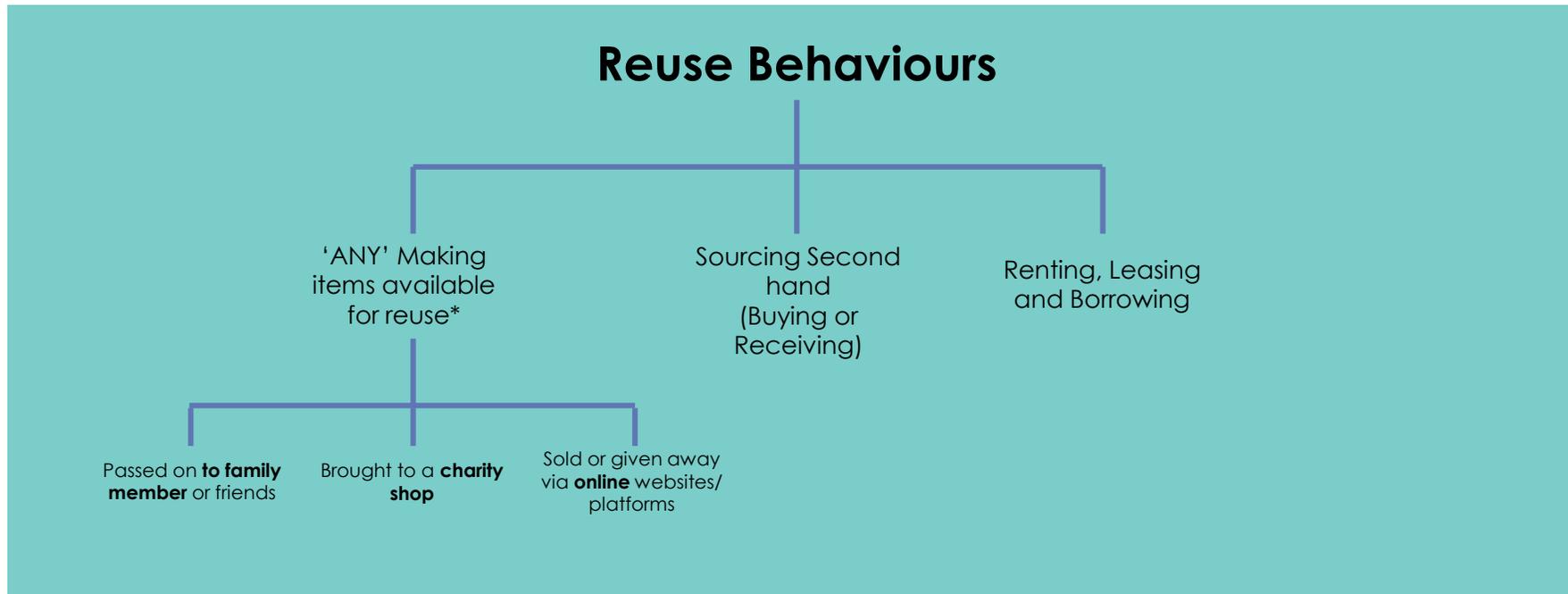
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Definitions

- ▶ For the purpose of this report, **Reuse Behaviours** have been conceptualised as composed by three distinct components; 1) Making items available for reuse 2) Sourcing Second hand (Buying or Receiving) and 3) **Renting, Leasing and Borrowing**.



*Making items available for reuse has itself been conceptualised and measured as a combination of 1) Passing on to family member or friends, 2) Bringing to a charity shop and 3) Selling or giving away via online websites/platforms. When these three behaviours are considered in combination the term 'ANY' has been included.



Part 3: Renting, Leasing & Borrowing: *Infographic*

Incidence 'ever' rented or leased



More than 1 in 3

people have ever rented or leased at least one product type.

Incidence of renting or leasing past 12 months



18%

of people rented or leased at least one product type in the past 12 months.

Bikes are the most rented or leased item



15%

of people have ever rented or leased a bike making it the most rented or leased item.

Quality of borrowed items



37%

of people agree that borrowed/leased products are usually good quality.

Positive interest in the reuse libraries..



38%

of people are interested in using tool libraries or library of things.

..yet low awareness



8-10%

are aware of tool libraries or library of things.



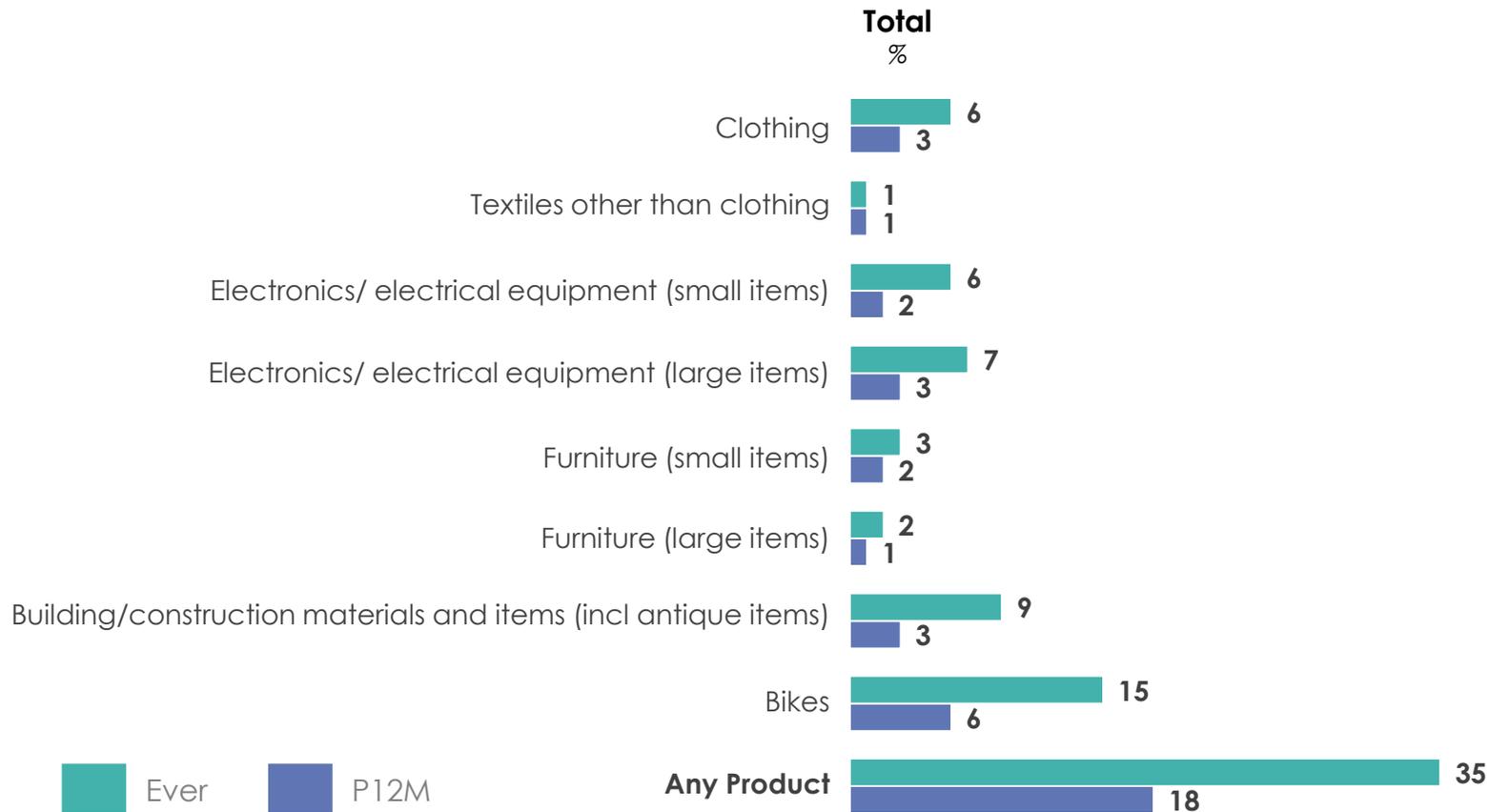
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Items Rented or Leased



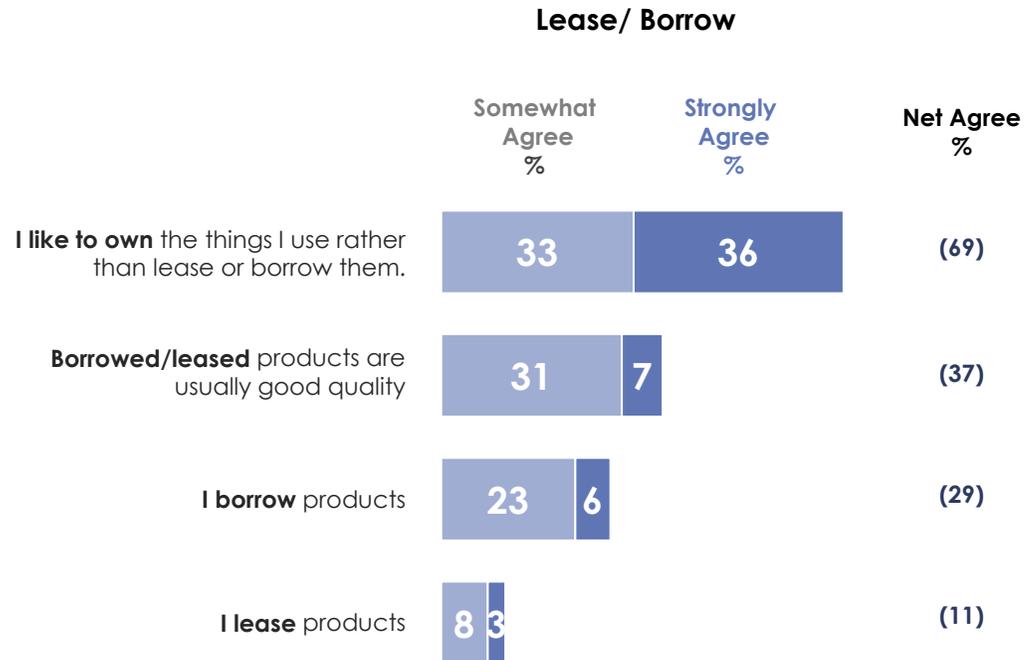
More than 1 in 3 people have 'ever' rented or leased at least one of the product types.

- In the past 12 months, **18%** of people have rented or leased at least one of the product types.
- Bikes are the product type most commonly rented or leased.
- Building materials and electronics (small and large items) form the second tier of most commonly 'ever' rented or leased product types.

2023 nationally representative survey (Q.11a For which, if any, of the following types of product have you ever rented or leased items? and Q.11b For which, if any, of the following types of product have you rented or leased items in the past 12 months?)
 Base: All adults living in Ireland aged 16+; N – 1,264



Leasing or Borrowing: National Attitudes



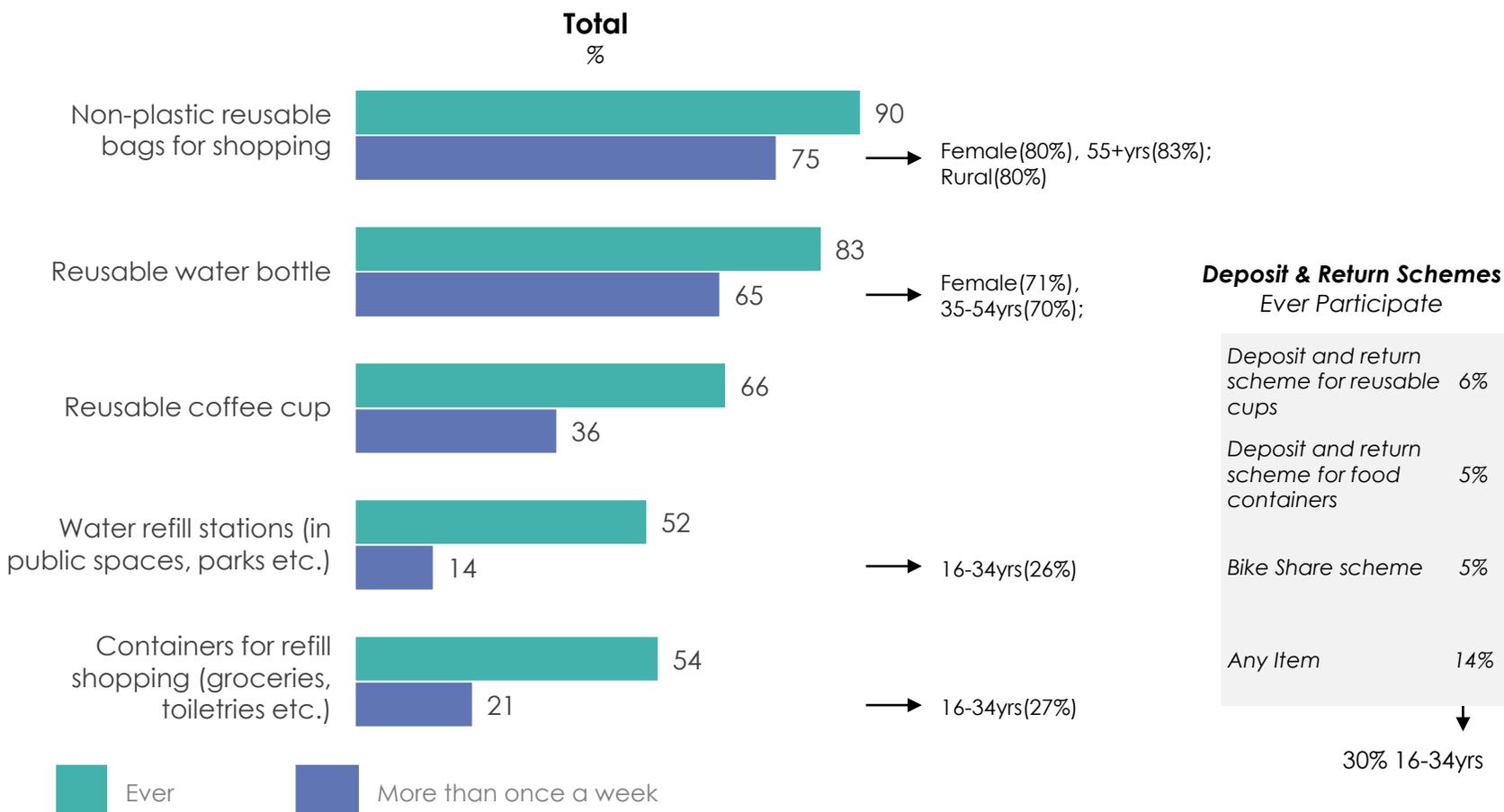
Majority of the population (69%) show a preference for owning things rather than leasing or borrowing them.

- 37% of people agree that borrowed/leased products are usually good quality.
- 1 in 3 of people report that they borrow products.
- Only a minority (11%) lease products.

2023 nationally representative survey (Q.13 To what extent do you agree or disagree with the following statements?)
 Base: All adults living in Ireland aged 16+; N – 1,264



Daily Reusable Items



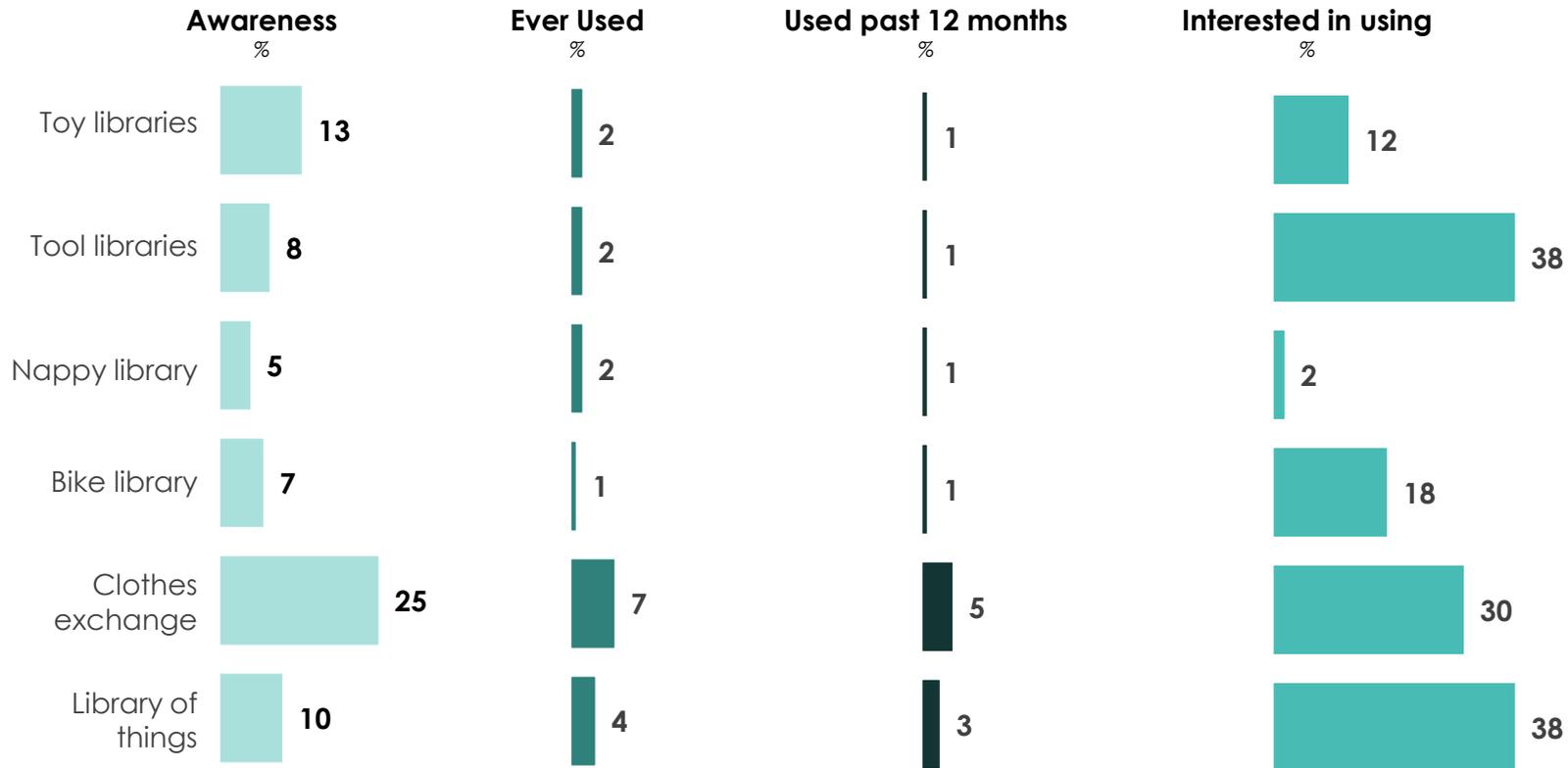
Non-plastic reusable bags for shopping and reusable water bottles are the reusable items most often used more than once a week.

- **75%** of people use non-plastic reusable bags for shopping more than once a week.
- **65%** of people use reusable water bottles more than once a week.
- Young adults (16-34) are the most likely to use water refill stations, containers for refill, and deposit and return schemes.

2023 nationally representative survey (Q.12a How often, if at all, do you use the following? and Q.12b Do you participate in either of the following schemes (whether these be at work, on campus or in your community)?)
 Base: All adults living in Ireland aged 16+; N – 1,264



Reuse Libraries



Modest awareness but high interest in using Reuse Libraries.

- Awareness peaks for clothes exchanges with **1 in 4** aware.
- Tool libraries and the library of things register the highest interest in use with **38%** of people interested.
- **1 in 3** are interested in using clothes exchanges.

2023 nationally representative survey (Q.10a Which, if any, of the following had you heard of prior to this interview?, Q.10b Which, if any, of the following have you ever used?, Q.10c Which, if any, of the following have used in the past 12 months? and Q.10d Which, if any, of the following would you be interested in using in the next 12 months?)

Base: All adults living in Ireland aged 16+; N – 1,264





National Reuse Survey 2023

TO FIND OUT MORE:

Download Survey Excel data [here](#).

Email us: cep@epa.ie

Check our website: www.epacirculareconomy.ie

Follow us on Twitter and Instagram: [@EPAIreland](#)

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